

ReFresh Milwaukee

Fresh Coast. Fresh Ideas.

A Vision for Community Sustainability
Milwaukee Sustainability Plan 2013-2023



Agenda



- Green Team Public Outreach
- ReFresh Milwaukee Overview
- “I am ReFresh MKE” Campaign
- What’s Next?
- Acknowledgements

Green Team Public Outreach



- Mayor Appoints Green Team – Feb 2012
- Resident-driven priority setting
- Business, non-profit and other organizations
- First Official Public Outreach – June-Nov 2012
- Second Official Public Outreach – June 2013

Green Team Public Outreach

- Online, hard copy surveys (English and Spanish)
- Town Hall Meetings
- Informal Discussions and Focus Groups
- Total Survey Responses = 1,011
- Total In-person Discussions = 435
- Total Business Responses = 85

ReFresh Milwaukee

- Milwaukee's Sustainability Plan
- Vision & roadmap for community sustainability
- Sets goals and targets (2013-2023)
- Eight Issue Areas
 - Buildings
 - Food Systems
 - Land & Urban Ecosystems
 - Resource Recovery
 - Water
 - Energy
 - Human Capital
 - Mobility

Sample Chapter



- **Baseline Conditions**
- **Goals & Targets**
- **How Will We Get There**
- **Jobs, Education and/or Neighborhood Benefits**

ReFresh Milwaukee

- Catalytic Projects
 - Encompass multiple goals
 - Early stages of planning
 - Highly visible demonstration project; and
 - Benefit from collaborative and strategic direction-setting and resource investment from the community

HOME GR/OWN

Inner Harbor Redevelopment

“I am ReFresh MKE” Campaign

- Build community engagement, citizen and business participation
- Showcase how people are doing their part to ReFreshMKE
 - Installing a rain barrel, planting a community garden, biking to work, etc
- ReFreshMKE logo that says " I am ReFreshMKE" that people can print off or buy on a t-shirt
- Post pictures or video on Facebook
- Create groundswell of participation and engagement in sustainability in the city

What's Next?

- Implementation Chapter and Reporting Framework
- Council Action in September?

Stay Connected

- www.ReFreshMKE.com
- www.facebook.com/MKESUSTAIN/
- Twitter: @ReFreshMKE
- Email: sustainability@milwaukee.gov

Acknowledgements

Green Team

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